

Laxminarayanan G

MALE, 29 YEARS

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PROFESSIONAL EXPERIENCE

PriceWaterHouseCoopers	Senior Consultant	Assistant Manager	May'11-Till Date
Responsibilities	<ul style="list-style-type: none"> Assess & cultivate long-term strategic goals for BI development in conjunction with end users & other stakeholders Analyze user requirements and, based on findings, design functional specifications for BI front-end applications Selecting, gathering requirements, designing reports and dashboards and rolling out BI solutions to end users Preparing proposals to win projects from clients, Planning and estimating the team tasks for timely delivery 		
Few words of Appreciations	<ul style="list-style-type: none"> "I am confident that your commitment and effort, alongside that of many others will really help us go a long way in realizing our dream of being the most socially responsible professional services firm. I am sharing your names with all as you are shining examples that all of us need to emulate." – Deepak Kapoor - Chairman, PwC "Good work. I was very impressed by your poise, approach to the case and value addition in the meetings. Well done and keep it up !!!" – Debdas Sen, Technology Leader 		
Extra Miles	<ul style="list-style-type: none"> Designed a Green Initiative for the company –accepted on principle by PwC Foundation Ready to publish a White paper on "Performance management in IT/ITeS industry" Preparing a white paper on Educational sector and Social media analytics 		

Tata Consultancy Services	Team Lead	Insurance Domain	Jun'05-Jun'09 (48 months)
Responsibilities	<ul style="list-style-type: none"> Negotiated with clients to finalize requirements; Planned & estimated the team tasks for timely delivery Led a team of four associates and achieved high quality, on time deliveries of client's requirements Conceived, conceptualized business logic and coordinated delivery by integrating various modules Coordinated the quality processes and ensured 100% compliance to the process 		
Achievements And Awards	<ul style="list-style-type: none"> "Pillar of Project" for my leadership abilities and team management skills 2006 "Rising Star of the Month" for March 2008 for exceptional contribution to the project 2008 Outstanding Performance award in a 15 member team for excellent performance 2006 Commended by the client business team with a Quality Award in a 10 member team 2006 Adjudged as TCS Soldier and given Maitree Volunteer Award for CSR activities 2008 		
Extra miles	<ul style="list-style-type: none"> Served as 'Defect Prevention Prime' and ensured minimal number of defects in each project release HR Buddy–Organized Team building and HR fun games to keep the motivation levels high CSR Champion–Coordinated different CSR activities in TCS during weekends and special occasions 		

Axis Bank	Summer Intern (PRE PLACEMENT OFFER)	Retail Marketing	April'10 – June'10
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Objectives - "Need vs Product Suitability Matrix"

- Creating the **Need vs Solution Grid for Life Insurance products** and sales tools kit using the matrix.
- Identifying the insurance needs to be covered by Axis bank and recommending Life Insurance solutions for the same

Beneficiaries

Marketing and Sales Team of Axis Bank - Bank Staff who sell Life Insurance products

Responsibilities

- Conducted Primary Market Research** across different stakeholders in branches to understand the Insurance Sales in banks
- Designed** a customer-centric **Need Analysis tool** and recommended different Life Insurance solutions to meet customer needs
- Developed a Sales Tools kit** for the Marketing and Sales Team of the Axis Bank branches to help them sell products effectively

Gnanam School of Business	Visiting Faculty	Services Marketing	Aug'12 – Dec'12
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Roles & Responsibilities	<ul style="list-style-type: none"> Tailored the curriculum to impart the theoretical and practical industrial knowledge to students on the subject Encouraged and mentored student groups to do LIVE PROJECTs for gaining better industrial exposure Suggested brand building initiatives to management to create awareness amongst potential students and recruiters Motivated and guided students to enhance their softskills and build their profile to meet the corporate needs 		
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MyShiksha	Founder	Lifeskills Training	Jan'12-Till Date
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Overview	<ul style="list-style-type: none"> Leading a small team comprising of a bunch of talented, enthusiastic youngsters with IIT/IIM background Responsible for designing customized courses for our esteemed clients to meet the training needs Trained and mentored over 1000 students across schools, colleges and corporates equipping them with better skills Appreciated by the management of reputed institutes for the successful conducting of workshops 		
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EXPERIENCE SUMMARY

Strategy:-

Leading Private Bank

India

Bancassurance

An individual assignment to study the system and suggest ways to capture the leads for improving the sales in the bancassurance segment. In the insurance sector, mis-selling of products is a huge concern. His responsibility was to understand the sales process and the challenges in selling the right product to the right customer. He also designed a sales strategy for addressing the challenges, which supported the sales team with new tools to understand the needs and suggest the right solution to their problems. He also redefined the online sales process by recommending the efficient usage of the existing information available in the bank database.

Leading ITeS/BPO Company

Philippines

ITeS

Laxminarayanan was part of the 2 member team which analysed the business needs of the client by meeting different stakeholders and analyse the metrics which help run the Service delivery operations and contact centre operations of the client. He completed a similar exercise for India and Philippines to understand the different perspectives and finally helped the PwC US team to standardize the KPIs across geographies and functions.

Mahindra Finance

India

Rural Finance

Laxminarayanan was leading a team of 22 members to do a market research for Mahindra finance which was interested in understanding the perceptions and views of rural population towards insurance and finance service offerings. Responsible for defining the business objectives, identifying different survey tools, meeting the target audience, analyzing collected data and authoring reports containing actionable recommendations to client.

Mr.Brown Foods

India

Food & Beverages

Laxminarayanan was leading a team of 4 members to devise an expansion strategy for Mr.Brown Foods Ltd. to achieve their vision of becoming a national player in the Food & Beverages industry. Studied the different existing models of industry giants and recommended a Franchisee model to the client. Apart from helping the client with the relevant franchisee guidelines, we provided recommendations to improve the brand image to make its presence felt in the national arena.

Virgin Mobile

India

Mobile

Laxminarayanan was part of a team of 18 members to study & analyze the features available in a Virgin mobile store which help in the brand recall and in improving the brand image in the minds of the customers. Covered primary, secondary research and was part of the Disguised Marketing Game to achieve the marketing objectives of our client in IIM's flagship market research event – Index.

Implementation:-

Leading Telecom Services Provider

India

Telecom

Laxminarayanan was the business analyst for the team which was responsible for the QlikView implementation for the GMS business of the client. His primary responsibilities in the team included the business discussions with the client to understand their requirements and identify the key performance indicators which drive their business. He also played a role in maintaining the healthy relationship with the client in running the project.

Leading IT company

Sri Lanka

IT

Client facing engagement for a large IT service provider where worked directly with Client business teams to understand the business functionalities and their requirements. Designed reports and dashboards suiting their requirements with a detailed analysis of KPIs and dimensions of their business.

Leading South African Insurance Client

South Africa

Life Insurance

Laxminarayanan has been a part of the core design and development team which developed the Agent commission system to meet the regulatory requirements of Government of South Africa. He has also coordinated with the clients and finalized the change requests for the project which were implemented on time. He has been responsible for a team of five members who were involved in coding and developing the business modules for the client.

Leading US Insurance Client

United States of America

General Insurance

For this US Insurance client, Laxminarayanan has led a team in developing the application for the Underwriters, which will automate the complete underwriting process in the company. This project served as a milestone in the underwriting business of the company. The focus was on to develop an application which will serve as a transition from the legacy systems to online user friendly portal for underwriters.

EDUCATION

Degree	University	Year	Percentage
PGPM	Indian Institute of Management, Lucknow	2009-2011	6.14
B.Tech IT(DUAL)	Government College of Technology, Anna University	2002-2006	77.1
B.E. EEE	Government College of Technology, Anna University	2001-2005	
HSC [TN]	Campion Anglo Indian School, Trichy	2000-2001	96.8
ASLC [TN]	Campion Anglo Indian School, Trichy	1998-1999	89.9

ACADEMIC ACHIEVEMENTS & AWARDS

Distinctions	• Rank 1 , B.E. EEE & B.Tech I.T (Dual Degree), GCT Coimbatore	2006
	• Rank 1 , HSC out of 156 students with Centum in Chemistry	2001
	• Rank 2 , ASLC out of 120 students	1999
	• Winner, C.O.B.A. trophy awarded by Campion Old Boys Association for securing school first in HSC	2001
Merit Scholarships	• Recipient, Rev. Bro. Antony of Pedua Scholarship among 156 applicants for all round performance	2001
	• Recipient, GCT Alumni Scholarship among 40 applicants for academic excellence	2002
	• Recipient, Rev. Fr. Merrifield Scholarship among 156 applicants for topping public exams (HSC)	2001

EXTRA CURRICULAR ACTIVITIES & ACHIEVEMENTS

Management Contests	• Winner, Case Study Contest on Product Launch Strategy for Squork in India - US Tech Solutions	2010
	• First Prize, Retail Marketing - Mall Design Contest - Backwaters'10 - IIM Kozhikode	2010
	• Won the Live case study contest for 'Jeevaniya' NGO supporting traditional herb industry	2009
	• Finalist at Kayakalp, The Branding Challenge at Great Lakes Institute of Management, Chennai	2009
	• Winner, Marketing Competition in LIT'EAR i ² conducted by L & D Society, GCT	2002
	• Winner, AdZAP - A Marketing Event for associates in TCS	2008
Art	• Won 17 district level Debate, Eloquence and Essay writing Competitions in English and Tamil	1995-09
	• Winner, Eloquence-Communications Event out of 23 teams-Organized by IIML Team Oculus	2009
	• Winner, Camaraderie Debate and Dance Events -Organized by IIM Lucknow Student's council	2009
	• 2 ND Prize, Inter college JAM competition in Varchasva'09 organized by IIM Lucknow Student Council	2009
	• Won "Best Student Award for Extra Curricular Activities" out of 2500 students in my school	1998
Sports & Social Service	• Active volunteer in the relocation activity at Government Boys Home, Royapuram	2005-09
	• Winner, Table Tennis Tournament in intra TCS sports meet	2009
	• Regularly visit orphanages and arrange old clothes and provisions for them	2005-09

POSITIONS OF RESPONSIBILITY

Post-Graduation - IIM Lucknow		2009-11
Sponsorship Team, Varchasva'10	• One of the core members of the Varchasva Sponsorship team- coordinated with the companies for sponsorship	
	• Designed events for the companies - UPSACS, Spykar and Docomo to meet their themes and needs	
Coordinator, Disha - Bhavishya	• Conducted weekly career counselling and computer learning sessions for 64 students of PBVM School, Lucknow	
	• Organized 1- day workshops for students and conducted several events and competitions to encourage them	
Team Lead, INDEX 2010	• Co-ordinated a team of 22 and conducted primary research, secondary research and disguised market research	
	• Collaborated with Mahindra Finance to bring out attitudes, preferences with reference to insurance products	
Member, Beyond Business Team, Manfest 2010	• Headed a team of 10 members to conduct a set of 'on the spot' events during Manfest'10	
	• Conceptualized and coordinated 20 informal events for two days which were covered by Channel V	
	• Engaged and entertained students from various colleges in India by conducting surprise events	
Mentor, Ocumen 2009	• Guided and mentored students of a school in Roorkee during Oculus event for Schools across India -Ocumen	
	• Provided career counselling for the students and motivated them to be passionate and run behind their dreams	
TCS		2005-09
L & D Champion	• Organized training and mentored associates to cope with technological and the domain updates	
	• Conducted PEEP and PROPEL Sessions for the associates to interact with the middle-high level management	
Coordinator, VSHARE NGO	• Spearheaded the medical and educational requests team of an NGO VSHARE	
	• Helped 45 families for their medical and educational needs by generating support from 750 volunteers	
	• Actively involved in scribing and arranging volunteers for the scribing activities for visually challenged	
Under-Graduation - GCT		2001-05
Placement Coordinator, GCT	• Led a team of 10 members to organize mass placement programmes for 2500 students from 35 colleges	
	• Invited 30 new companies and placed 95% of the batch in top MNCs	
	• Trained and mentored rural students for personality development and to improve their soft skills	
Chief Organizer, NCEIS, GCT	• Student Organizer -National Conference in Electrical and Instrumentation Systems	
	• Head , Sponsorship Committee - Raised 1.25 lacs for the department function Oracle	

SPECIAL INITIATIVES

- **Indian Kotlers – “Marketing” forum in Social Media**
 - A blog and a Facebook page where marketing enthusiasts can share their knowledge and insights about latest products, campaigns , launches and all interesting happenings in the field of Marketing
- **Positive News – All new positive dimension towards News in Facebook**
 - An initiative in Facebook to spread news from the world about Positive action, steely endeavour and quiet triumphs!
 - More than 250 fans following this page and get daily updates in Facebook.
- **Virtuoso –Placements Mentoring Programme**
 - Campus Placement mentoring programme in GCT for third years to equip them technically and professionally
 - Now this is a grand event in the college calendar with participation from students of all years
- **MS DOS – Money or Sodexo for Dal, Oil & Sugar**
 - A social initiative to generate consistent monetary support to get provisions for orphanages
 - Supported provisions for 4 orphanages with the support of roughly 200 volunteers from different software companies
- **Spirit – Department Magazine**
 - A fortnightly magazine “SPIRIT” for intra department communication and to encourage students to share knowledge